

fashion calendar

MARCH 28,

1966

RUTH FINLEY, PUBLISHER

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8 EAST 77th STREET / NEW YORK, N. Y. 10021

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will therefore yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 25, 1966</u>			
Thursday March 24 12:00 Noon Luncheon	LUNCHEON FASHION SHOW: U.J.A. FUND RAISING Spring fashion showing of Adele Simpson's "Art of Living" collection; and the "Magic of Mink" by Emba Mink Breeders Association, following United Jewish Appeal, N.Y. Women's Division fund-raising luncheon. EMBA, UMPA, GLMA furs by: Alixandre, DeCor, Gainsborough, Mr. John, Ben Kahn, Leo Ritter, Betty Yokova for A. Neustadter. By advance reservation only. Contact: Mrs. Ian Hunter, CO. 5-2200.	ADELE SIMPSON, INC.; EMBA MINK BREEDERS ASSN.	WALDORF-ASTORIA SERT & EMPIRE ROOMS
Thursday March 24; March 25 3:00 P.M.	"BIGI" HAIR CUT AND COIFS "Bigi" haircut demonstration and informal modeling of coifs, designed by Simon Hext of London. By invitation. Contact: Bergdorf Goodman, Edith Kingston, PL. 3-7300; Glemby Co., Beatrice Dudek, GR. 7-4700.	COIFFURES AMERICANA AT BERGDORF GOODMAN	6TH FLOOR THE "BIGI" SHOP
Thursday March 24 5:00 P.M. Cocktails	PRESS FASHION SHOW AND PARTY Showing of children's fashions, inspired by storybook characters. By invitation. Publicity: Donald Degnan Assoc., TN. 7-0808.	ALLIED CHEMICAL COMPANY	ALLIED CHEMICAL TOWER 1 TIMES SQUARE
Thursday March 24 5:30 P.M.- 10:00 P.M. Buffet	WOOL DOUBLEKNITS FOR EARLY FALL "Looks To Be Envied for Young Naturals"--Special showing of wool double- knits for early Fall. <u>Show at 7:00 P.M.</u> By invitation. Contact: Bob Collin, OX. 5-7900.	BARNESVILLE, U.S.A. (DIV. PURITAN FASHIONS)	HOTEL REGENCY BALLROOM
Thursday March 24 6:30 P.M. Dinner	DINNER FASHION SHOW: CALIFORNIA FESTIVAL Showing of California fashions highlighting Marsina's Spring-Summer collec- tion in Du Pont fibers. Producer and commentator: Mia Grau. Open to public. Dinner: \$7.75. Reservations: EL. 5-3000, Ext. 162 or 242.	DU PONT TEXTILE FIBERS	WALDORF-ASTORIA PEACOCK ALLEY
Beginning Thursday March 24	SHOWING: FALL IMPORTED KNITS Alberto Imports' Fall knit collection, imported from Italy, at continuous daily showings. Contact: Judy White, WI. 7-0107.	ALBERTO IMPORTS, INC.	500 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Thursday March 24	OPENING: FALL COLLECTION Showings of "Designer's Collection." Contact: Valerie Wilson, 244-0547.	GANT SHIRTMAKERS	1407 BROADWAY SHOWROOM - 29TH FLOOR
Saturday March 26 8:00 P.M. Dinner	"A NIGHT IN LAS VEGAS" DINNER-DANCE Black tie buffet and dance, sponsored by N.Y. Chapter of N.S.I.D. Chmn.: Geraldine Nicosia. Tickets: \$17.50. Contact: 421-8765. Publicity: Ted Materna Assoc., PL. 3-3240.	NAT'L SOCIETY OF INTERIOR DESIGNERS	N.Y. HILTON HOTEL BALLROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday March 27 12:00 Noon Luncheon	LUNCHEON FASHION SHOW: CALIFORNIA FESTIVAL Showing of California fashions, highlighting Catalina's Spring-Summer collection in Du Pont fibers. Producer and commentator: Mia Grau. Open to public. Luncheon: \$4.95. Reservations: EL. 5-3000, Ext. 162 or 242.	DU PONT TEXTILE FIBERS	WALDORF-ASTORIA PEACOCK ALLEY
Sunday March 27- March 29	SPRING AND SUMMER SHOE FASHIONS Sponsored by National Shoe Retailers Assn., Nat'l Footwear Mfrs. Assn., Inc., Volume Footwear Retailers Assn., New England Shoe & Leather Assn., Inc. Sun., March 27, 11:00 A.M.--Men's fashion trends, \$7.50, Sheraton-Atlantic. Mon., March 28, 8:00 A.M.--Industry Breakfast, \$7.50, Statler Hilton. Speaker: Drew Pearson. Tues., March 29, 8:00 A.M.--Retailers' Workshop, \$5.00, Statler Hilton. Contact: Edward A. Launzel, LO. 3-5585.	NATIONAL SHOE FAIR OF AMERICA	NEW YORKER, STATLER HILTON, SHERATON-ATLANTIC

Sunday March 27- March 29	SHOWINGS OF FALL FOOTWEAR FASHIONS Schedule of showings--March 27: 12:30, 2:30, and 4:00. March 28 and 29: 9:30, 10:30, 12:30, 2:30, 4:30. Contact: Amy Seran, 937-2345 or PE.6-5700.	NINA FOOTWEAR, INC.	SHERATON-ATLANTIC HOTEL ROOM 1890
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WEEK BEGINNING MONDAY, MARCH 28, 1966

Monday March 28 9:30 A.M. Breakfast	PRESS PREVIEW: PLASTIC FASHIONS FROM FRANCE The press will be invited to meet Paco Robanne of France and to preview a collection of his plastic fashion designs. All invitations have been issued. Publicity: Jeri Savidge, WI. 7-3300, Ext. 232.	LORD & TAYLOR	FANTASIA SHOP FIRST FLOOR
Monday March 28 12:30 P.M. Luncheon	SPRING AND SUMMER COTTON FASHION SHOW "Collage of Cottons"--Galey & Lord cotton fashions by leading designers. Press by invitation. Public by reservation: \$5.00; contact: "Banquet Dept.," PL. 9-3000. Publicity for Galey & Lord: Rosemary Sheehan, MU. 5-1280. Fashion Show Director: Mary Alice Rice, PL. 2-5726.	GALEY & LORD	HOTEL PLAZA TERRACE ROOM
Monday March 28 3:00 P.M.	PRESS PREVIEW: THE MOYA SHOE COLLECTION "The Young London Look in Shoes"--by designer Moya Bowler, who will meet the press and present her first American-manufactured and distributed collection. Contact: Electra Bilmazes, 617-5326-2735 (Boston)	MODERNE SHOE COMPANY	DAWSON'S PUB 159 EAST 53RD STREET
Beginning Monday March 28	OPENING: FALL JUNIOR KNITWEAR COLLECTION Continuous showings of Fall junior knits, designed by Frank Adams. Contact: LO. 4-1434.	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday March 28	OPENING: SUMMER AND EARLY FALL KNITWEAR Continuous daily showings of Summer and early Fall Kimberly knitwear collection. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Monday March 28- April 2	NEW YORK ANTIQUES FAIR Forty-seventh annual Antiques Fair, with 135 exhibitors displaying for sale: American, European, and Oriental objects for homes and gardens. Hours: 1:00-11:00 P.M.; Sat. 1:00-6:00 P.M. Admission: \$2.00. Contact: PL. 5-9440. Publicity: Mary Osborne, MU. 3-9128.	WESTCHESTER ENTERPRISES	71ST INFANTRY ARMORY PARK AVE. & 34TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 29 9:00 A.M. Breakfast	PRESS PREVIEW: FALL SHOE COLLECTION I. Miller will preview their Fall shoe collection to the press. By invitation. Publicity: Ruth Hammer Associates, 246-4818.	I. MILLER	FIFTH AVE. & 57TH STREET GALLERIA
Wednesday March 30 12:30 P.M. Luncheon	SPRING COLLECTION AT LUNCHEON SHOW Informal showing of Spring fashions. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$5.00): CI. 6-9171.	KASPER FOR JOAN LESLIE	BARBETTA RESTAURANT 321 WEST 46TH STREET
March 31	ALTMAN RELEASE--Model bedrooms. Press by appointment. (No Show)		
Thursday March 31 9:30 A.M. Breakfast	BEAUTY ESSAY AWARD AND BREAKFAST John H. Breck Beauty Essay Award Breakfast, in conjunction with Breck's sponsorship of America's Junior Miss Pageant. Announcement of national winner of the Breck Beauty Essay Award. By invitation. Contact: Jacqueline Ryan, Vernon Pope Co., PL. 7-7510.	JOHN H. BRECK, INC.	GALLERY MODERN ART 2 COLUMBUS CIRCLE
Thursday March 31 4:30 P.M. Cocktails 5:00 P.M. Show	HEADLINER KNIT FASHION SHOWING Headliner Knit Fashions, of Creslan--a collection of original fashions created by young student designers for famous personalities in headlines. The collection is the result of a fashion design project, sponsored by American Cyanamid Company and Fair-Tex Knitting Mills. By invitation. Contact: Dorothy Ashton, Sally Dickson Associates, TN. 7-2055.	AMERICAN CYANAMID COMPANY	HOTEL PIERRE ROOF GARDEN
Thursday March 31 6:30 P.M. Dinner	DINNER FASHION SHOW: CALIFORNIA FESTIVAL Showing of California fashions, highlighting Phil Rose's Spring-Summer collection in Du Pont fibers. Producer and Commentator: Mia Grau. Open to public. Dinner: \$7.75. Reservations: EL. 5-3000, Ext. 162 or 242.	DU PONT TEXTILE FIBERS	WALDORF-ASTORIA PEACOCK ALLEY
Friday April 1 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Adventurers In Fabric"--Fall and Winter Fabric Exhibit and Meeting. Speaker: Polly Shaine, Divisional Merchandise Manager, AMC. Co-Chmn.: Emelie Tolley, Benton & Bowles; Jacqueline Horscher, Vogue-Butterick Pattern. Prices: \$10.00, members; \$12.00, guests. Fabrics exhibit, 8:30 A.M. to 11:00 A.M.; 2:30 P.M. to 4:00 P.M. (Admission \$2.00 for those without luncheon tickets.) (Note Change of Date and Hotel.) Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
April 3	PALM SUNDAY		
Monday April 4 9:45 A.M. Breakfast	YOUNG DESIGNERS' 1966 ROOM SETTINGS Informal buffet breakfast, previewing rooms by Bloomingdale's Young Designers. By invitation. (For Release, Tues., April 5.) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Monday April 4 3:00 P.M.	SPRING AND SUMMER COIFFURE FASHIONS Presentation of coiffures by M. Guillaume of Paris. Also, Intercoiffure-America preview of Spring and Summer hairstyles, followed by reception and cocktails. Press by invitation. Publicity: Marsha Gerber, PL. 2-2254. Tickets: \$25.00 each. Contact: Richard Petrolia, 22 E. 62nd St., 751-6240.	INTERCOIFFURE-AMERICA	HOTEL PIERRE BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday April 4	OPENING: FALL COLLECTION Fall collection of knitted sportswear separates at daily showings. Contact: Annette Goldberg, Fashion Coordinator, OR. 9-7010. Publicity: Essie Pinsker Associates, WI. 7-2514.	AILEEN INC.	1407 BROADWAY SHOWROOM - 32ND FLOOR
April 4	PASSOVER BEGINS AT SUNDOWN--Monday. (First day, Tuesday, April 5)		
Tuesday April 5 12:00 Noon Luncheon	PREMIERE SHOWING OF NEW COLLECTION Chinese luncheon and preview for press in new Gino Charles showroom, to premiere the Traina-Starr collection, designed in America, produced in America and Hong Kong. By invitation. Publ.: Eleanor Lambert, MU.8-2130.	TRAINA-STARR, LTD.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Tuesday April 5 5:00 P.M. Cocktails	PRESS PREVIEW: IMPORTED MEN'S FASHIONS Preview for the press of Carnaby Street fashions for men. By invitation. (For Release, Thurs., April 7.) Publicity: Jill Schoenbach, LO. 5-7950.	STERN BROTHERS	STREET FLOOR
Beginning Monday April 5	OPENING: FALL COLLECTION Daily informal showings of Fall separates, and transition dresses. Contact: Ruth Underhill, CH. 4-6350.	TANNER OF NORTH CAROLINA	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Wednesday April 6 11:30 A.M.	TABLE SETTINGS AND YOUNG FASHIONS Table settings, coordinated with fashions by British designers: John Bates, Belinda Bellville, Jean Muir, Tuffin & Foale, James Wedge; and American designers: Stan Herman, Betsey Johnson, Deanna Littell, Leo Narducci, Gene Neal. By invitation. Publ.: Ted Materna, PL. 3-3240.	THE GORHAM COMPANY	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 6 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON "Primavera"-Spring fashions by Maria Sandi. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$5.00): CI. 6-9171.	MARIA SANDI STUDIO (24 EAST 55TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
April 7	STERN BROTHERS RELEASE--Men's imported fashions. (Preview, April 5--Above)		
April 8	GOOD FRIDAY		
April 8	BLOOMINGDALE RELEASE--Western-inspired misses sportswear. (No Show)		
Saturday April 9- April 17	TENTH ANNUAL INT'L AUTOMOBILE SHOW Display of more than 500 domestic and imported vehicles, featuring two specially-built safety automobiles from Italy. Prices: Adults--\$2.00; children--\$1.00. Publicity: Gene Graf, 331 Madison Ave., MU. 2-4802.	INTERNATIONAL AUTOMOBILE SHOW	NEW YORK COLISEUM COLUMBUS CIRCLE

EASTER SUNDAY ACTIVITIES IN NEW YORK CITY

Sunday April 10 12:00 Noon 9:00 P.M. Dinner	PRESENTATION OF FASHIONS LEADING DESIGNERS AT DINNER SHOW Hats--Archie Eason. Fashions--Helena Barbieri, Baitch & Castaldi, Guy D, Pattullo--Jo Copeland, Terry Allen. Furs--Gloria Gagne. Show at 12:45. All other fashions and prices same as Empire Room. Contact: EL. 5-3000, Ext. 162 or 242. Fashion Show Director and Commentator: Mia Grau, PL.5-1127.	WALDORF-ASTORIA PEACOCK ALLEY
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DATEWHAT'S GOING ONGIVEN BYWHEREEASTER SUNDAY ACTIVITIES (continued from page 4)

Sunday	FASHION SHOW AT	LEADING DESIGNERS	WALDORF-ASTORIA
April 10	EASTER DINNER		EMPIRE ROOM
12:30 P.M.	"Tulip Time At The Waldorf"--Hats--Cesar Rubio. Fashions--Countess		
5:00 P.M.	Alexander, Helena Barbieri, Guy D, Janine Kahan, Nat Kaplan, Pattullo-Jo		
Dinner	Copeland, Terry Allen. Fashions in DuPont dacron polyester and cotton by		
	Larry Aldrich, Donald Brooks, Barberini, Arthur Jablow, Pattullo-Jo Cope-		
	land, Adele Simpson, Rembrandt, Hannah Troy, Townley. Furs--Ben Kahn.		
	Children's fashions--Cinderella. Shoes--Andrew Geller. Tulip perfume--		
	Helena Rubinstein. Show at 1:45. Price: \$8.75 to \$10.50. Fashion Show		
	Director and Commentator: Mia Grau, PL. 5-1127. Contact: EL.5-3000,Ext.318.		

Sunday	FASHION SHOW	LARRY ALDRICH;	HOTEL DELMONICO
April 10	AT EASTER DINNER	JOSEPH LOVE	BALLROOM
12:30 P.M.	Fashions for Summer by Larry Aldrich. Children's dresses--Joseph Love.		
Dinner	Hats--Emme. Jewelry--Monet and Kenneth Lane. Shoes--I. Miller. Reser-		
	vations: \$10.00; contact: EL. 5-2500. Coordinator and Commentator:		
	Phyllis Youngheart, PL. 1-0752.		

Sunday	FASHION SHOW AT	MR. JOHN	HOTEL PLAZA
April 10	EASTER LUNCHEON		TERRACE ROOM
12:30 P.M.	Mr. John's "Elegant Monet Collection"--couture hats, dresses, suits, furs,		
Luncheon	jewels, accessories. Show at 2:00 P.M. Commentator: Mr. John. Reserva-		
	tions: \$10.00; contact: "Banquet Dept.," PL. 9-3000. Mr. John Publicity:		
	Rosemarie McCarthy, PL. 7-1966. Producer: Mary Alice Rice, PL. 2-5726.		

Sunday	FASHIONS AT EASTER	EMBA MINK BREEDERS	HOTEL PLAZA
April 10	BENEFIT LUNCHEON	ASSOCIATION	BAROQUE ROOM
1:00 P.M.	"American Elegance in Mink"--Fifth annual benefit luncheon for Easter Seal		
Luncheon	Appeal, N.Y.C. Fall '66 fur fashions of EMBA, GLMA, UMPA mink by Alixandre,		
	Christie Brothers, Donald Brooks for Coopchik-Forrest, Fredrica, Oliver		
	Gintel, Ben Kahn, Betty Yokova for A. Neustadter. Fall fashions in		
	Acrilan by Chemstrand. Hats--Miss Alice. Gloves--Superb by Crescendoe.		
	By advance paid reservation only: \$17.50 (includes luncheon, drink and		
	gratuities); contact: SP. 7-1120. Publicity: Jeanette Fritsche, MU.8-4886.		

Sunday	FASHIONS: MILLINERY;	N.Y. COUTURE GROUP	ST. REGIS HOTEL
April 10	ART EXHIBIT & AUCTION	AND MR. JOHN	ROOF GARDEN
1:00 P.M.	Summer fashions by members of N.Y. Couture Group; custom millinery,		
Cocktails-	couture, furs, and accessories by Mr. John. Cocktails and art exhibit--		
Luncheon	1:00 P.M. Luncheon--1:45. Show--2:30. Art auction--3:15. Dancing from		
	4:00. Ticket: \$15.00, for benefit of Leukemia Society. Contact: YU.6-3333.		

Sunday	SHOWING MILLINERY	MR. JOHN, JR.	N.Y. HILTON HOTEL
April 10	AT EASTER BRUNCH		PLACE LAUTREC
2:00 P.M.	Showing of Mr. John Jr.'s millinery at Place Lautrec, and The Seven Hills,		
Brunch	N.Y. Hilton Hotel. Prices: \$6.75 (Adults); \$4.75 (Children); reservations:		
	586-7000.		

Tuesday	SUEDES, LEATHER, FURS	ALBERT ALFUS, INC.	500 CLUB
April 12	BY VIOLA SYLBERT	(500 SEVENTH AVENUE)	500 SEVENTH AVENUE
8:30 A.M.	"Animal Crackers"--New collection in suedes, leathers, and furs, designed		
Breakfast	by Viola Sylbert for Albert Alfus. For press and buyers, by invitation.		
	Publicity: Adele Dyer, WA. 5-0323.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday April 12 10:00 A.M.	OPENING: ADVANCE FALL COLLECTION Showings of advance Fall coat and suit collection on April 12, 13, 19, 20 at 10:00 A.M. or by appointment. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday April 12 11:30 A.M.	PREVIEW: ADVANCE FALL COATS AND SUITS Capsule collection of pre-Fall coats, suits, and ensembles. By invitation. Continuous daily thereafter. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday April 12 2:00 P.M.	PREVIEW OF FALL COLLECTION Haymaker will preview their Fall collection. For press and buyers, by invitation. Continuous thereafter. Contact: Bob Bodzin, BR. 9-6560.	HAYMAKER SPORTS, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday April 12 4:00 P.M. Cocktails	FALL SEPARATES AND SHIRTS BY MELBA HOBSON Preview of Fall separates and shirts, designed by Melba Hobson for Lady Hathaway. By invitation. Publicity: Sidney Dee Bloeme, JU. 6-4490.	LADY HATHAWAY (1407 BROADWAY)	WARNER SHOWROOM 90 PARK AVENUE-12TH FL.
Tuesday April 12- April 22	ADVANCE FALL COLLECTION Informal showings for buyers, by appointment. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Wednesday April 13 12:00 Noon Cocktails- Luncheon	TWELFTH ANNUAL MEN'S DAY LUNCHEON Luncheon honoring Mr. Stephen L. Mayham, Executive Vice Pres. (retiring), Toilet Goods Association. Tickets: \$10.00. Contact: Suite 2218. 1270 Sixth Avenue, CO. 5-5443.	COSMETIC CAREER WOMEN, INC.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday April 13 12:30 P.M. Luncheon	FABRICS FASHION SHOW AND LUNCHEON Sixth International Fabrics Fashion Show, featuring decorative fabrics in a specially created collection by leading designers of men's and women's fashions. Commentator: Carol Bjorkman. Tickets: \$15.00, for benefit of NSID Educational Foundation. Contact: NSID, 157 West 57th Street, JU. 2-1421. Publicity: Ted Materna Assoc., FL. 3-3240.	NAT'L SOCIETY OF INTERIOR DESIGNERS	AMERICANA HOTEL IMPERIAL BALLROOM
Wednesday April 13 5:00 P.M. Champagne	PREVIEW: SUEDES, LEATHERS AND KNITS Anne Klein's Fall suede, leather, and knit fashions for Mallory. For press and buyers, by invitation. Publicity: Eleanor Lambert, MU. 8-2130.	ANNE KLEIN FOR MALLORY (1410 BROADWAY)	HOTEL DELMONICO BALLROOM
Thursday April 14 10:15 A.M. Brunch	PRESS PREVIEW OF SUMMER FASHIONS Peck & Peck will preview their Summer collection for the press, photographed in South America. By invitation. (For Release, Fri., April 15.) Publicity: Carol Stroll, OR. 3-4700.	PECK & PECK	LA FONDA DEL SOL 123 WEST 50TH STREET
Thursday April 14 4:00 P.M.	PREVIEW: SKI AND APRES SPORT COLLECTION "Skiing Is A Family Affair"--Ski and Apres Sport collection, designed by Mr. Fred for Fur & Sport. Publicity: Lisa Curtis, MU. 4-7444 or Mr. Albert, PE. 6-8516.	FUR & SPORT, INC.	224 WEST 30TH STREET SHOWROOM - 11TH FLOOR
April 15	FEDERAL AND STATE INCOME TAXES DUE.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday April 16- April 21	SEVENTH ANNUAL SKI TRADE SHOW Over 150 member firms will present ski apparel, equipment, footwear, and accessories, including more than 1500 different brand-name products. Registration fee: \$5.00 (except for pre-registered retailers.) Contact: Ralph A. des Rochas, executive director, MO. 1-1533.	SKI INDUSTRIES AMERICA (366 MADISON AVENUE)	TRADE SHOW BLDG. & NEW YORKER (9TH FLOOR)
Saturday April 16- April 21	THIRD ANNUAL N.Y. SNOW SHOW More than 90 firms, manufacturers and importers, will show hundreds of lines of ski merchandise at the third annual N.Y. Snow Show. Exhibition of ski equipment, apparel, footwear, accessories, and many new products. Cocktail-reception for buyers--Sunday, April 17. Publicity: Doris Taplinger, TR. 4-3030.	SKI COUNCIL OF AMERICA, INC.	SHERATON-ATLANTIC B'WAY AT 34TH STREET
Tuesday April 19 9:45 A.M. Breakfast	PREVIEW: 1966 ROOMS BY BARBARA D'ARCY Preview for the press of room settings designed by Barbara D'Arcy. Informal breakfast. By invitation. (<u>For Release, Wed., April 20.</u>) Publicity: Louise Langdon, PL. 2-1212, Ext. 7205.	BLOOMINGDALE'S	5TH FLOOR
Monday May 2 5:30 P.M. Cocktails	PREVIEW: COLLECTION BY LINDA HACKETT Preview for the press of first collection, designed by Linda Hackett, exclusively for Saks Fifth Avenue. By invitation. (<u>For Release, Wed., May 4.</u>) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	5TH FLOOR PARK AVENUE ROOM
Tuesday May 3- May 13	PRESS SHOWINGS OF BRITISH FASHIONS Aquascutum's Fall collection of women's coats in British tweeds and fleece; and rainwear in shower-proofed cotton poplins and gabardines. For appointment, contact: Mary Phillips or Peggy Brooks, MU. 5-9571.	AQUASCUTUM OF LONDON	2 EAST 37TH STREET SHOWROOM - FIRST FLOOR
Wednesday May 4 4:30 P.M. Aperitif	ANNUAL FASHION SHOW: DESIGNS BY STUDENTS Sixty-seventh annual students' fashion presentation. <u>Show at 5:00 P.M.</u> By invitation. Contact: Mrs. Harrison, MA. 2-2200, Ext. 384.	PRATT INSTITUTE (BROOKLYN)	HOTEL ROOSEVELT TERRACE ROOM
Thursday May 5 12:30 P.M. Luncheon	KNITWEAR AND SWIMWEAR: ANNUAL CONVENTION Fashions with fibers and yarns by: Alamo Industries; Allied Chemical; American Cyanamid; American Enka; Joseph Bancroft; Celanese Fibers Marketing; Chemstrand (Div. of Monsanto); Dow Chemical; E.I. Du Pont de Nemours; Durene Assoc.; Eastman Chemical; Heberlein Patent Corp.; Helanca; Hercules Powder; Herdmans Linen Yarns; United States Rubber; The Wool Bureau. Knitted Outerwear buyers and press, by invitation. Tickets: \$7.50. Producer and Commentator: Mia Grau, PL. 5-1127. Contact: Edward Brandwein, MU. 3-7520.	NATIONAL KNITTED OUTERWEAR ASS'N	WALDORF-ASTORIA BALLROOM
Friday May 6 9:15 A.M. Coffee	PRESS SHOWING: SHOES DESIGNED BY STUDENTS Seven students of Parsons School will design shoes for a contest sponsored by Bonwit Teller. By invitation. (<u>For Release, Mon., May 9.</u>) Contact: Helen C. Dracos, EL. 5-6800, Ext. 220.	BONWIT TELLER	8TH FLOOR MISS BONWIT SHOES

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 10 4:00 P.M. Cocktails	FOURTEENTH ANNUAL COTTON FASHION AWARDS "Blue Ribbon Cottons"--featuring fashions by this year's and past winners of cotton award. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	NATIONAL COTTON COUNCIL OF AMERICA	HOTEL DELMONICO BALLROOM
Wednesday May 11 10:30 A.M.	PRESS PREVIEW: NEW INDIA BOUTIQUE SHOP Boutique fashions, and gifts from India. By invitation. (<u>For Release, Fri., May 13.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday May 16 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION For press and buyers, by invitation. Continuous daily thereafter. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	M.S. COUTURE	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 17 8:30 A.M. Breakfast	SUBTEEN FASHION & MERCHANDISING CLINIC Twelfth annual back-to-school subteen fashion and merchandising clinic. Complete presentation of publicity campaigns and subteen style show forecast. Admission: \$5.00. Contact: Pat di Sernia, Fashion and Merchandising Director, PL. 1-6900.	AMERICAN GIRL MAGAZINE (830 THIRD AVENUE)	STATLER-HILTON HOTEL BALLROOM
Tuesday May 17 10:30 A.M.	OPENING OF FALL COLLECTION Also May 20, 24, 26, June 1, 3, 7 at 10:30 A.M. By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday May 17 11:30 A.M.	PREVIEW OF FALL COLLECTION By invitation. Thereafter May 24 and June 1 at 11:30 A.M. by reservation. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Also May 18, 24, 25, 31, June 1, 7 at 1:00 P.M. Contact: Ellen Roselle, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showings: May 17 at 1:00 P.M., (<u>4:00 P.M. Press</u>), May 18, 24, 26, June 1, 8 at 1:00 P.M. By reservation. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday May 17 2:30 P.M.	OPENING OF FALL COLLECTION Maurice Rentner's Fall collection, designed by Bill Blass. Showings May 17, 19, 24, 26, 31, June 2, 8 at 2:30 P.M. <u>Press Show., Mon., May 23 at 3:00 P.M.</u> By reservation. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER, LTD.	550 SEVENTH AVENUE NEW SHOWROOM
May 17	PRESS SHOWING--HANNAH TROY'S FALL COLLECTION AT 4:00. (Opening, 1:00 P.M.)		
Wednesday May 18 11:30 A.M.	PREVIEW: FALL COLLECTION For press and buyers, by invitation. Continuous daily thereafter. Publicity: Betty Yarmon, TR. 9-7112 or LO. 4-9194.	MORT SCHRADER; ADELE JONES	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 18 6:30 P.M. Cocktails- Dinner	DINNER-FASHION SHOW FOR FALL 1966 Formal dinner and fashion show of trend-setting styles for Fall 1966, in tribute to American designers, featuring costumes in Du Pont fibers from American couture houses. Cocktails--6:30; Dinner--7:30, Grand Ballroom, followed by show. For retail executives, buyers and press. By invitation only. Contact: <u>Trade</u> --Joy Zegras, 971-4326; <u>Press</u> --Mabel Henderson, 971-4375.	DU PONT COMPANY	NEW YORK HILTON HOTEL GRAND BALLROOM
Thursday May 19 10:30 A.M.; 2:30 P.M.	PREVIEW: FALL COLLECTION Fall collection, designed by Shannon Rodgers for Jerry Silverman. By invitation. Continuous thereafter, by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday May 19 2:30 P.M.	OPENING: FALL COLLECTION Also May 25, 26, June 1, 2, 8 at 2:30 P.M. By reservation. Contact: CH. 4-1872.	LARRY ALDRICH ASSOC.	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
May 23	PRESS SHOWING--MAURICE RENTNER'S FALL COLLECTION AT 3:00. (Opening, May 17)		
Tuesday May 24 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Thereafter May 25, 27, 31, June 2, 8 at 10:30 A.M. By reservation. Contact: Mabel Glemby. Publ.: Minnie Cushing, LA. 4-9350.	OSCAR DE LA RENTA FOR JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Thursday May 26 2:30 P.M.	PRESS PREVIEW: FALL COATS AND SUITS By invitation. Thereafter informal showings. Contact: PE. 6-2291.	BARBERINI, LTD. (DIV.OF ORIGINALA)	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
Friday May 27 9:30 A.M.	OPENING OF FALL COLLECTION Also June 1, 7, 9, 15 at 9:30 A.M. By reservation.	TIFFEAU & BUSCH, LTD.	550 SEVENTH AVENUE SHOWROOM - 8TH FLOOR Contact: WI. 7-4551.
Tuesday May 31 11:30 A.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Thereafter, June 3, 8, 14 at 10:00 A.M. By reservation. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Tuesday May 31 2:00 P.M.	OPENING OF FALL COLLECTION Also June 1, 7, 8, 14 at 2:00 P.M. By reservation. Contact: Mrs. Jay Sweedler, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday May 31 3:15 P.M.	PRESS PREVIEW: FALL RAINWEAR COLLECTION Lawrence of London will present their Fall collection of couture rainwear. By invitation. Continuous daily thereafter. Contact: Rose Blasberg, CH. 4-3815. Publicity: Ann Silver Assoc., 247-8050.	LAWRENCE OF LONDON	512 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday June 9 8:30 A.M. Breakfast	PREVIEW: FALL- WINTER COLLECTION Preview of Fall-Winter couture collection by Mme. Mitsuko Morooka of Tokyo. By invitation. Publ.: Kay Wilson, 405 E. 54th St., PL. 5-6742.	MITSUKO MOROOKA OF TOKYO	HOTEL PLAZA WHITE & GOLD SUITE

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